

ABSTRACT

A method of doing business on the internet by which the manufacturer maintains an on-line presence without bypassing and without alienating the retailer and the distributor such that the manufacturer, distributor and independent retailer all share in the profits of on-line sales. The method employs a purchase coordinator that provides participating retailers with web sites affiliated with the manufacturer. The purchase coordinator obtains product data and price data from the manufacturer, distributor and retailer; receives orders from internet customers; selects a distributor to fill the order; and processes a monetary transaction for the order such that the distributor, retailer, and the manufacturers are each credited with a sum representing their portion of the total value of the order according to the price data.